1. A communications device comprising:

a processor; and

a storage coupled to said processor, said storage storing instructions that enable the processor to record ambient sounds and to play back those ambient sounds when a incoming call is being received.

2. The device of claim 1 wherein said device is a cellular telephone.

3. The device of claim 1 including a speaker and a microphone coupled to said processor.

4. The device of claim 1 including caller identification to identify incoming callers.

5. The device of claim 4 wherein said storage stores instructions that enable the processor to match a caller identification to a recorded sound and to automatically play back the recorded sound when a given caller calls.

6. The device of claim 1 wherein said storage stores instructions to automatically playback a stored sound enabling the user to indicate whether or not the storage stored sound is acceptable.

7. A method comprising:

enabling a user to record a sound to be played back when a call is received; and

automatically playing back the sound when a call is received.

8. The method of claim 7 including mapping a caller identification to a recorded sound and automatically playing back the recorded sound when a call from a particular caller is received.

9. The method of claim 7 including automatically playing back a sound after a sound is recorded and enabling the user to indicate whether or not the sound is acceptable.

10. The method of claim 7 including enabling the user to record a user supplied sound.

11. The method of claim 10 including enabling a user to record the verbalization of the user's name.

12. The method of claim 7 including enabling the user to record a unique distinctive sound to be played back when a call is received.

13. An article comprising a medium storing instructions that enable a processor-based system to:

record ambient sounds; and

determine when an incoming call is being received and automatically play back said ambient sounds when an incoming call is being received.

14. The article of claim 13 further storing instructions that enable a processor-based system to associate a recorded sound with a caller identification and when a caller identification is received automatically play back the sound.

15. The article of claim 13 further storing instructions that enable the processor-based system to record a sound, automatically play back the sound, and determine whether the user approves the sound.

16. A cellular telephone comprising:

a baseband chipset;

a radio frequency chipset coupled to said baseband chipset; and

a memory storing instructions that enable the baseband chipset to record ambient sounds and to play back those ambient sounds when an incoming call is being received through said radio frequency chipset.

17. The telephone of claim 16 including a speaker and a microphone coupled to said baseband chipset.

18. The telephone of claim 16 including caller identification to identify incoming callers.

19. The telephone of claim 18 wherein said storage stores instructions that enable the baseband chipset to match a caller identification to a recorded sound and to automatically play back the recorded sound when a given caller calls.